

Message Text

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ACTION ARA-14

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UNCLAS BRASILIA 1454

E.O. 11652: N/A
TAGS: BEXP, BR
SUBJECT: BRAZILIAN PARTICIPATION IN US FAIRS

REF: 77 STATE 187338

1. SUMMARY. THE BRAZILIAN GOVERNMENT TRANSMITTED A LIST OF US FAIRS IN WHICH IT PLANS TO PARTICIPATE. CONFIRMATION IS REQUESTED THAT THESE FAIRS HAVE BEEN APPROVED FOR DUTY-FREE DISPLAY OF FOREIGN GOODS. END SUMMARY.

2. FOLLOWING IS A TRANSLATION OF A DIPLOMATIC NOTE DATED FEBRUARY 3, 1978, FROM THE BRAZILIAN MINISTRY OF EXTERNAL RELATIONS.

QUOTE THE MINISTRY OF EXTERNAL RELATIONS GREETED THE EMBASSY OF THE UNITED STATES OF AMERICA AND HAS THE HONOR TO COMMUNICATE TO IT THAT BRAZIL DECIDED TO PARTICIPATE IN THE FOLLOWING SHOWS, IN YOUR COUNTRY, DURING THE COURSE OF THIS YEAR:

VARIETY MERCHANDISE SHOW (NEW YORK, FEBRUARY 18-21)
PREMIUM SHOW (NEW YORK, MAY 1-4)
NATIONAL BATH, BED AND LINEN SHOW (NEW YORK, MAY 21-24)
NATIONAL FANCY FOOD AND CONFECTION SHOW (NEW YORK)
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JULY 9-12)
NEW YORK GIFT SHOW (NEW YORK, AUGUST 13-18)
NATIONAL MERCHANDISE SHOW (NEW YORK, SEPTEMBER 10-13)
INTERNATIONAL SPORTING GOODS SHOW (NEW YORK, SEPTEMBER 27-30)
INTERNATIONAL READY-TO-WEAR MEN'S AND BOY'S

SPORTS CLOTHES (NEW YORK, OCTOBER 22-25)
INTERNATIONAL HOTEL, MOTEL AND RESTAURANT EXPO-
SITION (NEW YORK, NOVEMBER 5-8)
BOOT-O-RAMA SHOW (LOS ANGELES, MARCH 11-13)
WESTERN TOY AND HOBBY SHOW (LOS ANGELES, APRIL
1-6)
MART FASHION SHOW (LOS ANGELES, AUGUST 14-16)
NATIONAL SPORTING GOODS SHOW (LOS ANGELES,
WORLD LIVING FESTIVAL (HOUSTON, APRIL 14-16)
FAIR OF THE AMERICAS (MIAMI, MARCH 8-19)
ATLANTA GIFT SHOW (ATLANTA, JULY)
NATIONAL HARDWARE SHOW (CHICAGO, AUGUST 14-17)
SOUTHERN FURNITURE MARKET (NORTH CAROLINA,
OCTOBER 19-27)
TOY SHOW (NEW YORK, FEBRUARY 19-22)
STATIONERY SHOW (NEW YORK, MAY 21-24)
TEXTILE, LEATHER AND NOTIONS SHOW (NEW YORK,
OCTOBER 15-18)
SOUTH EASTERN SHOW SHOW (ATLANTA, MARCH 12-13)
WORLD TOURISM FESTIVAL
(LOS ANGELES, DATE TO BE
DETERMINED)
THE MINISTRY OF EXTERNAL RELATIONS WOULD APPRECIATE
IT IF THE EMBASSY OF THE UNITED STATES OF AMERICA
WOULD NOTIFY THE COMPETENT AUTHORITIES OF YOUR
COUNTRY, ASKING THEM TO EXAMINE THE CONCESSION OF
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POSSIBLE FACILITIES TO THOSE RESPONSIBLE FOR THE
PREPARATION OF THE ABOVE-MENTIONED BRAZILIAN EXHIBITS.
END QUOTE.

3. THE DEPARTMENT OF COMMERCE IS REQUESTED TO VERIFY
THAT THE ORGANIZERS OF THESE FAIRS HAVE SOUGHT AND
OBTAINED APPROVAL FOR DISPLAY OF FOREIGN GOODS
WITHOUT PAYMENT OF CUSTOMS DUTIES UNTIL THE GOODS
ARE SOLD.

4. AFTER RECEIPT OF DIPLOMATIC NOTE, EMBOFF CALLED
ON FONMIN COMMERCIAL PROMOTION DEPARTMENT OFFICIAL
JOSAL LUIZ PELLEGRINO, WHO SAID BRAZILIAN EMBASSY
IN WASHINGTON WAS EXPECTED TO GET IN TOUCH WITH USDOC
WITH SAME LIST OF FAIRS MENTIONED ABOVE IN WHICH
BRAZIL INTENDS TO PARTICIPATE. EMBOFF POINTED OUT
DISCREPANCIES BETWEEN BRAZILIAN LIST AND LIST CON-
TAINED IN 1977-1978 DIRECTORY OF UNITED STATES TRADE
SHOWS, EXPOSITIONS AND CONVENTIONS (USTS766, NOVEMBER
1976). PELLEGRINO SAID BRAZILIAN LIST IS BASED UPON
UPDATED INFORMATION JUST RECEIVED FROM BRAZILIAN
OFFICE IN U.S., WHEREAS DIRECTORY INFORMATION MAY

HAVE BECOME OUTDATED SINCE PUBLICATION. PELLEGRINO
CONCLUDED THAT BRAZILIAN EMBASSY COULD ANSWER ANY QUESTIONS
CONCERNING THE U.S. FAIRS AND BRAZILIAN PARTICIPATION
IN THEM.

5. PLEASE ADVISE EMBASSY OF STATUS OF SHOWS AND
VERIFICATION OF GOB'S RELIEF FROM CUSTOMS DUTIES
IN ORDER THAT WE MAY REPLY TO FONMIN'S DIPLOMATIC NOTE.
JOHNSON

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